BLQ-Pico Bid Renewal Proposal



December 2017



BYZANTINE LATINO QUARTER-PICO BUSINESS IMPROVEMENT DISTRICT

December 4, 2017

Fellow BLQ-Pico Property Owners:

We are writing to introduce our plans to renew the BLQ-Pico Business Improvement District, which are presented in this brochure. These plans will continue the incredible success we have enjoyed over the past 14 years in attracting business and jobs to the District. They are the product of the hard work of a dedicated property owners' Board of Directors and its staff and vendors working on their behalf.

The BLQ-Pico BID has performed services that have been crucial to the commercial success of Pico Boulevard, including:

- Tons of trash removal
- > Sidewalk pressure washing
- Graffiti removal
- Bulky item pick-up
- Street light medallions
- Street furniture maintenance
- Restaurant promotional banners
- Neon sign conversion to LCD

With the renewal of the BLQ-Pico District we are planning to improve these services even more. We want to continue participation by the largest property owners in the area, increase pressure washing from its current frequency, trim District trees, and improve trash collection in District alleys.

We want to encourage all District property owners to continue working together to improve and develop Pico Boulevard and attract new businesses and pedestrians to an already vibrant area. Pico Boulevard is the most heavily used Pedestrian Street in the area and as downtown Los Angeles continues to develop, this is the perfect opportunity to gain exposure to new visitors and consumers. Over 95% of the people traveling there are engaged in business. And 97% of those were attracted by BLQ BID services. The presence of this good foundation

provides the foundation for still more business volume improvements. Imagine our potential for the future!

If there were an alternative to assessing our properties to pay for needed services, all of the property owners that have been involved in putting this proposal together would gladly embrace it. Unfortunately, we don't see such an alternative. It is not realistic to clamor for City services that will not be forthcoming due to acknowledged financial constraints. Complaining about what "could be" or "should be" seems similarly hollow. We want improvements and services to benefit our business community. The only realistic way to accomplish this goal is to take matters into our own hands and adopt the business improvement district solution which has proven to work throughout the City of Los Angeles and across the nation.

We urge you to support the BLQ-Pico BID renewal.

Sincerely,

Leonardo Magana, President

Fr. John Bakas, Board Member

Ana Ricardo, Board Member

Donald Swartz, Board Member

Marc Tavakoli, Vice President

Jacob Segal, Board Member

Vanessa Rivera, Board Member



HERB J. WESSON, JR. COUNCILMEMBER, 10TH DISTRICT PRESIDENT, LOS ANGELES CITY COUNCIL

January 9, 2018

Dear Pico Boulevard Property Owner:

Over the past 10 years we have been very fortunate to have the Byzantine Latino Quarter-Business Improvement District (BLQ-Pico BID) performing vital services along Pico Boulevard that benefit the commercial properties located within its boundaries. These services have attracted customers to the area and helped build the businesses and its jobs that are enjoyed within the District today. We have learned that by working together, positive results can be achieved. However, there is more to do. That is the reason I'm writing to support the renewal of the BLQ-Pico BID and to urge you to do so as well.

The BLQ-Pico BID performs services over and above those that the City could provide. This includes: trash collection, pressure washing, graffiti removal, bulky item pick-up, tree trimming, street pole medallions, the "Dining Guide," and bright neon signage.

I understand that the BLQ-Pico BID has great plans for the future and Council District 10 will be an active supporter of those efforts to continue the improvement of our community. The District must be renewed in order for those plans to become a reality. The most important, next step you can take right now to enhance business and property values on Pico Boulevard is to sign a petition and vote to renew the BID.

Thank you for your support!

Sincerely,

HÉRB J. WESSON, Jr.

President, Los Angeles City Council

10th Council District

HJW:bg:slw





November 17, 2017

Dear Pico Boulevard Property Owner:

Over the past 10 years we have been very fortunate to have the BLQ-Pico Business Improvement District performing vital services along Pico Boulevard that benefit the commercial properties located within its boundaries. These services have attracted customers to the area and helped build the businesses and its jobs that are enjoyed within the District today. We have learned that by working together, positive results can be achieved. However, there is more to do. That is the reason I'm writing to support the renewal of the BLQ-Pico BID and to urge you to do so as well.

The BLQ-Pico BID performs services over and above those that the City could provide. This includes: trash collection, pressure washing, graffiti removal, bulky item pick-up, tree trimming, street pole medallions, the "Dining Guide," and bright neon signage.

And we understand that the BLQ-Pico BID has more and better plans for the future. The First District City Council Office will be an active supporter of those efforts to improve our community even more. The District must be renewed in order for those plans to become a reality. The most important, next step you can take right now to enhance business and property values on Pico Boulevard is to sign a petition and vote to renew the BID.

Thank you for your support!

Sincerely,

Gilbert Cedillo

Councilmember, First District

FC

Prepared by Duckworth Consulting

File name: BLQ West 112617.svg; 11/26/17; bm

BLQ - PICO BID CONCEPTUAL 2019 BUDGET

	Assessments	Other	Totals
I. Landscaping, Sanitation, & Beautification	\$120,000	\$6,316	\$126,316
Trash & Debris Collection Pressure Washing Graffitti & sticker removal Bulky Item Pick-up Tree Well Weeding Tree Trimming Special Projects			
II. Marketing & Promotions Services	\$4,000	\$211	\$4,211
Street Pole Banners Holiday Decorations (one (1) quarterly rote Web site development & operation BLQ Landmark Neon Rooftop Sign Printed newsletter preparation Graphics program Branding & marketing program Printing / advertising Stakeholders Communications	ation)		
III. Policy Development & Management	\$33,040	\$1,739	\$34,779
Management Contract (LANI)			
IV. Office, Insurance, Accounting, & Other	\$17,250	\$908	\$18,158
City Clerk Fee CPA Bookkeeper Insurance Telephone Other expenses			
V. <u>Total Budget</u>	\$174,290	\$9,174	\$183,464

Note: "Other" funds shown above are non-assessment monies paid by the City of Los Angeles that compensate for general benefits provided by the District.



BYZANTINE LATINO QUARTER-PICO BLVD BUSINESS IMPROVEMENT DISTRICT Keeping the Community Clean and Beautiful



The Byzantine Latino Quarter Business Improvement District (BLQ BID) has been beautifying the community since 2006. Since 2006 the BLQ BID has:

- Removed more than 165,2634 bags of trash weighing more than 3.9 million pounds
- Hauled away more than 4,040 bulky items





- Conducted regular pressure washing at transit plazas and sidewalks
- Swept more than 792,000 pounds of trash from streets and sidewalks









Removed more than 7,820 instances of graffiti

- Converted BLQ BID sign from neon to LED lighting
- Installed 25 decorative medallions on light poles

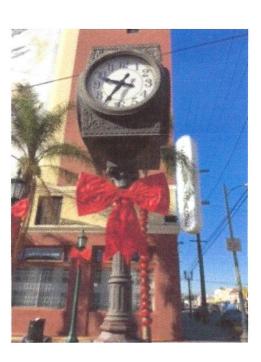




- Promoted local restaurants through Dine Your District
- Organized community clean ups with local kids and parents
- Installed holiday decorations at Normandie and Hoover transit plazas







Future projects of the BLQ BID

- Trim over-grown trees
- Work with Council District 1 to establish an annual food festival
- Collaborate with Pico-Union Housing Corporation to improve building facades
- Develop a plan to attract downtown visitors to BID for shopping and dining

The Benefits of the BLQ BID

- An intercept survey was conducted of 546 individuals along Pico Boulevard. The survey
 concluded that 95% of the people along the district are shopping, buying, or engaging in
 a commercial activity.
- Through its services the BLQ Business Improvement District helps businesses thrive, attracts customers from all over Los Angeles, creates a clean and inviting environment and most importantly it helps keep vacancy rates low.

The BLQ Business Improvement District is currently up for renewal. For more information on how you can support the critical work of the BLQ BID please contact:



Darin French, BID Manager
Los Angeles Neighborhood Initiative
800 S. Figueroa Street, Ste. 970
Los Angeles, CA 90017
(213) 627-1822 x13
darin@lani.org

COMMENTARY

Neighborhoods Mean Business

have pulled off remarkable turnarounds in HINK of some of the business districts that recent years in Los Angeles

Hollywood is certainly one example. It used to

from its traffic. In the ultimate sign of fled in horror. Now, apparently every For a few minutes anyway, until they one is going to Hollywood, judging be a place where only tourists went. shortage is now the main complaint its turnaround, the chronic parking you hear about Hollywood.

business, downtown also has become downtown Los Angeles. Full of interhome for tens of thousands of young professionals seeking an urban antiesting restaurants and a magnet for Another obvious example is dote to L.A.'s sprawl.

COMMENT

CHARLES CRUMPLEY And think of some of the business districts that are now striving to replicate that kind of a turnaround.

ness Journal, we featured San Pedro. Its funky little downtown area has some interesting shops and galleries, and the interior of the Warner Grand Theatre museum, bringing perhaps 450,000 tourists a year For example, in the Oct. 10 issue of the Busito within a few blocks of downtown San Pedro. lowa battleship becomes a permanent dockside is worth a lingering look. San Pedro will get a boost beginning next summer when the U.S.S.

verge of a comeback: Chinatown. You can read all about it in the front-page centerpiece article in this One more example of a business district on the week's issue.

Question: What do these neighbor-Answer: an active business hoods have in common' improvement district.

streetscaping and market the neighborer in a room on a regular basis to come simply getting property owners togeth Indeed, such a district, commonly called a BID, can be a true benefit. It can attack crime and grime, improve hood. Probably its greatest value is to agreement on what they want to accomplish in their neighborhood.

defined boundary, and the property owners inside the borders must pay a regular special assessment that's like a tax but A BID is an official district with a

But many cities are slowly bankrupting themselves owners to, in effect, pay twice. Taxes are supposed to pay for police patrols, streetscaping and the like. On the one hand, it's aggravating for property legally not. Offen, the money is used to hire a small with 90 percent of their salary. So the businesses staff and carry out what the property owners want. by, for example, letting workers retire at age 55

done and how they want it done. Sure, they pay But on the other hand, property owners in a more, but they get what they want. And there's BID can decide for themselves what they want value in that.

ket their areas, host community events and general. Effective ones, as in the examples above, can marpaint over graffiti and hire private security guards. ly be a public advocate for their neighborhood. If they are successful, property values in a BID may What's more, a BID can do much more than increase and rents rise.

easy in poor areas. The staff should be creative and there's something to build on, something unique or To be sure, BIDs are no universal panacea. The property owners have to be willing to pay up - not at least interesting, such as Hollywood lore or Chieffective despite their usually low budgets. And it certainly helps to be in a neighborhood where natown's culture.

repair sidewalks that run through their land - don't be surprised if we see more businesses get together month floated the idea of making property owners But in Los Angeles - a city that earlier this to create BIDs to take care of themselves.

And judging from the record of some of L.A.'s BIDs, that wouldn't be a bad thing.

Business Journal, He can be reached at ccrumpley@labusinessjournal.com. Charles Crumpley is editor of the

have to pay special assessments to do what the

cities fail to do or fail to do enough of.

BUSINESS JOURNAL, **LOS ANGELES**

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What is your biggest

concern about the economy: Europe,

Jobs or real estate?

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Cour Poison

could be triggered by the European debt crisis, others look at Is another recession heading toward us? If so, some worry it the high unemployment rate or the stagnant housing market. So the Business Journal asks:

% of Total	0.16% 0.17% 0.18% 0.118% 0.118% 0.118% 0.128% 0.128% 0.128% 0.128% 0.138%
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BLQ-PICO PBID AREA PROPERTY INFORMATION AND ASSESSMENTS FOR 2019

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REOPERTY OWNER KEY HOLDINGS GROUP LLC HYDN SUNG HI CITY REAL ESTATE INVESTMENTS LLC FOUNEST LLC SONG JIN O BAY CITIES DISCOUNT KITCHEN AND APPLIANCES INC DIXON HEWITT AND DORIS RUBIN IDA TRUST IDA RUBIN TRUST	LOT AREA BENEFIT UNITS	7,002	6,999	19,958	13,471	7,173	13,223	6,667	6,811	12,226	6,812	13,628	4 100 903 4 088 936
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% of Total	0.23%	1.06%	0.30%	0.18%	0.57%	0.09%	0.15%	0.53%	0.12%	0.44%	100.00%
TOTAL ASSESSMENT 2019	\$402.56	\$1.841.57	\$517.79	\$310.79	\$996.27	\$163.58	\$264,86	\$928.85	\$210.46	\$768.20	\$174.290
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FRT FT ASSESSMENT	\$70.26	\$594.43	\$320.40	\$67.45	\$316.19	\$68.86	\$68.86	\$320.40	\$68.86	\$333.05	\$58,097
FRT FT BENEFIT UNITS	20	823	228	48	225	49	49	228	49	237	41,342
OTHER STREET FRT FT	0 0	280	137	0	132	0	0	140	0	140	23,012
PICO FRT FT	20	143	6	48	8	49	49	88	49	26	18,330
IMP AREA ASSESSMENT	\$232.81	\$963.57	\$5.99	\$141.43	\$492.20	\$0.00	\$99.23	\$434.74	\$44.82	\$241.52	\$58,097
IMP AREA BENEFIT UNITS	9,408	38,938	242	5,715	19,890	0	4,010	17,568	1,811	9,760	2,347,691
IMP'T AREA SF	9,408	38,938	242	5,715	19,890	0	4,010	17,568	1,811	9,760	2,347,691
LOT AREA ASSESSMENT	\$99.49	\$283.57	\$191.40	\$101.92	\$187.88	\$94.73	\$36.77	\$173.71	\$96.79	\$193.63	\$58,097

	Total Budget '= \$174,290	Assessment Totals	Ass't Rates
33%	Lot Area Factor = Zone 1 Lot Area SF Rate	260'89\$	\$0.0142
33%	Improvement Area Factor = Zone 1 Improvement Area SF Rate	\$58,097	\$0.0247
33%	Street Frontage Factor Zone 1 Street Frontage SF Rate	\$58,097	\$1,4053